

**CITY OF EDMONDS
ECONOMIC DEVELOPMENT COMMISSION
OCTOBER 16, 2013**

The Citizens Economic Development Committee meeting was called to order at 6:03 p.m. by Chair Evan Pierce in the Brackett Room, 121 5th Avenue North, Edmonds.

COMMISSIONERS PRESENT

Evan Pierce, Chair
Bruce Witenberg, Vice Chair
Kevin Garrett
Darrol Haug
Roger Hertrich
Nicole Hughes
Debbie Matteson
Nathan Proudfoot
Doug Purcell (arrived at 6:07 p.m.)
Gail Sarvis
Rich Senderoff
Douglas Swartz
Evelyn Wellington
Teresa Wippel

COMMISSIONERS ABSENT

John Dewhirst
John Rubenkonig
Darlene Stern

ALSO PRESENT

Gloria Evstatieva, Student Representative

PLANNING BOARD LIAISON

Phil Lovell

ELECTED OFFICIALS PRESENT

Mayor Dave Earling
Councilmember Strom Peterson
Councilmember Adrienne Fraley-Monillas

PORT OF EDMONDS LIAISON

Bruce Faires

STAFF PRESENT

Stephen Clifton, Community Services/Economic
Development Director
Cindi Cruz, Executive Assistant
Jeannie Dines, Recorder

PUBLIC PRESENT

Ron Wambolt
Council President Lora Petso
John Reed

1. OPENING REMARKS

Chair Pierce announced Commissioners Rubenkonig, Stern and Dewhirst had excused absences. He also excused Commissioner Matteson from the September 18 meeting. He welcomed new Commissioners Doug Swartz and Nicole Hughes and Student Rep Gloria Evstatieva.

2. AMENDMENTS TO AGENDA

An update from the Strategic Plan Subgroup was added to the agenda.

3. APPROVAL OF ECONOMIC DEVELOPMENT COMMISSION MINUTES OF SEPTEMBER 18, 2013

COMMISSIONER SARVIS MOVED, SECONDED BY VICE CHAIR WITENBERG, TO APPROVE THE MINUTES OF SEPTEMBER 18, 2013. MOTION CARRIED UNANIMOUSLY.

4. MAYOR EARLING'S REMARKS

Mayor Earling commented on importance of the EDC, noting the EDC was given a serious task and has done well over time. He pointed out the work the EDC is doing centered on the Strategic Plan is of critical importance. There have been seemingly small improvements for which the EDC has not been given enough credit; anything that moves the ball forward is very important. Staff is paying close attention to the Strategic Plan; at the departments' budget presentations to Council, staff will identify when goals, accomplishments, and/or challenges relate to Strategic Plan action items.

Mayor Earling explained the City's budget situation for 2014 has improved due to strategic budget revisions including staff reductions, serious budget cuts, and a new employee medical plan as well as an improving economy. The 2014 budget includes a series of proposals for one-time improvements such as IT and funding for overlays. He congratulated the EDC on the important work they are doing and encouraged them to move forward. He encouraged the EDC to inform My Edmonds News and the Beacon of the good things that are happening as a result of EDC's efforts.

Discussion followed regarding Budgeting by Priorities, how one-time expenditures in the preliminary budget relate to Strategic Plan action items and funds included in the preliminary budget for Council decision packages.

5. SUB-GROUP UPDATES

a. Tourism Update

Commissioner Garrett highlighted items the subgroup is discussing:

- VisitWA website and mobile app
 - Contains little information about cities in Snohomish County
 - Edmonds Community College is not capable/interested in adding information to the database as a class project
 - An intern project is an alternative
 - Would need a sponsor for the intern
 - Staff will discuss and inform the subgroup what is feasible
- Establishing an Art Museum in Edmonds.
 - Item in Strategic Plan
 - Questions need to be answered before going forward
 - Key issue is funding
- Public restrooms in downtown area
 - Item in Strategic Plan
 - Funding is an issue, particularly operating funds
 - Estimated annual maintenance is \$25,000
 - Other issues include siting, plumbing, etc.
 - Public Works has indicated sewer funds cannot be used for O&M

Discussion followed regarding restroom location and cost to maintain public restrooms. Commissioners' suggestions included:

- The Business Improvement District funding restrooms maintenance
- Siting a children's marine educational center (such as Poulsbo aquarium) in Edmonds

b. Discussion on Bed and Breakfast Article

Commissioner Wippel reported it was enlightening to learn how few official B&Bs there are and the potential for growth. There are several homes in Edmonds that offer short term rooms for rent but are not B&Bs. Offering more than two rooms for rent triggers B&B regulations. Information about rentals can be found on www.Airbnb.com.

Commissioner Purcell pointed out one of the issues the subgroup discussed is Edmonds is not a considered a destination. For people to spend 2-3 nights there needs to be destinations and places to stay.

Commissioner Proudfoot reported Roger Books is presenting a webinar tomorrow morning on destinations and how to build a city into a destination; the cost is \$45.

Commissioner Senderoff commented on a Roger Brooks article about 20 things a city needs to be considered a destination, one of which was a certain number of event days per year which Edmonds has. He offered to send Commissioners a link to the article.

c. Update on Highway 99

Vice Chair Witenberg reported the taskforce has not met since the EDC's last meeting. Mr. Clifton advised their next meeting is planned for November.

e. Strategic Plan Subgroup

Commissioner Proudfoot referred to the handout, Potential Ideas for Council Resolution to Work on Elements of the Strategic Plan. In the resolution the EDC recommends that Council authorize the creation of a facilitation committee composed of representatives of the lead agencies for the strategic action items to initially hold a retreat to set baseline performance metrics (as described in the Strategic Action Plan) and then hold subsequent retreats at specified intervals to update the metrics. Comments from commissioners, staff, councilmembers and liaisons included:

- San Carlos is a good example of an implementation process
- The retreat creates a transparent process and an opportunity for the public to be involved
- Resolution recommends a mechanism to avoid duplicative efforts
- EDC should oversee the Strategic Plan because the EDC initiated the plan
- Of the 80 items, the Council is the lead on 14. Of the 14, 9 are considered high or very high priorities
- Resolution helps Council achieve one of the action items, Adopting and Implementing Strategic Plan and Partnership with Public and Private Entities
- Previous lengthy discussion regarding oversight of the Strategic Plan did not reach consensus
- Resolution does not establish EDC as oversight body; it is a recommendation to establish a facilitation process
- Resolution does not create committee of different people, it utilizes the existing people
- Like the idea of resolution going to Council, they authorized funding and approved the Strategic Plan
- Suggest the committee not only facilitate metrics but should also identify who the Council wants to oversee accomplishment of Strategic Plan
- Important to bring in other agencies as the Port, Edmonds School District, Olympic View Water and Sewer District, Snohomish County, Public Facilities District, etc.
- EDC has no authority or power except as granted by City Council
- Support resolution, puts City Council on record as continuing to support Strategic Plan
- Like the idea of representation from all stakeholders, could also have a citizen representative

- Monitoring will have more citizen trust if oversight committee has diverse representation
- Strategic Plan is a fluid document; the highest priorities may not be the first items worked on
- EDC only initiated the Strategic Plan; EDC was never intended to serve as an oversight body
- Concern with identifying in resolution who should participate, those who need to participate will participate
- Suggest developing a document about what is being done and identify who is working on items
- Monitoring and oversight are very different
- Resolution will create a body with significant capacity to engage in oversight, prodding, coordination, identifying participants, and have Council support.
- Initial discussion was an oversight committee; evolved into a facilitation committee
- Suggest part-time temporary staff that reports to Council (funded in budget as one-time expenditure) to coordinate with other agencies and push issues
- Suggest have representatives of six key stakeholders (Council, City Departments, EDC, Port, Chamber and Senior Center) review and provide input on resolution
- Need some level of staff support to track and facilitate Strategic Plan, also need to involve stakeholders

COMMISSIONER HAUG MOVED, SECONDED BY COMMISSIONER MATTESON, TO INITIATE A STAKEHOLDER DISCUSSION ABOUT A FACILITATION PROCESS FOR THE STRATEGIC PLAN AND REPORT THE OUTCOME OF THE MEETING TO THE EDC. MOTION CARRIED UNANIMOUSLY.

Mr. Clifton advised he will set up a meeting. It was suggested the resolution be fine-tuned with comments made at tonight's meeting.

Commissioner Proudfoot distributed information regarding the City of Snohomish's plans for the Pilchuck District, a vision and framework for a distinctive neighborhood within historic Snohomish.

(Commissioner Proudfoot left the meeting at 7:17)

d. Update on Community Technology Advisory Committee (CTAC)

Commissioner Haug the CTAC is working with a company regarding making public wireless available downtown. He anticipated reporting on a potential pilot project at the EDC's next meeting.

6. WESTGATE PLAN DISCUSSION – LAND USE SUB-GROUP

Chair Pierce explained the intent of this item was background, not discussion about the minutiae of the plan but rather where the EDC is with regard to support for the existing plan.

Mr. Clifton reported the Westgate Plan has been underway since 2011; it was initiated by the Planning Board and the EDC. A proposal to develop plans for Five Corners and Westgate was submitted to the City Council as one of the EDC's higher priorities. Via a process facilitated by the UW, a number of workshops were held for each area, and form based code emerged as the preferred method. The process included presentations from Bothell, Mountlake Terrace and Shoreline's Economic Development Directors regarding their efforts related to form based code. The Five Corners study was delayed until the impact of the roundabout was determined. The Planning Board recently held a workshop and plan to hold another workshop in November and public hearing in December before forwarding it to the City Council.

Discussion followed regarding concern the UW did not adequately consider transportation in the Westgate area, projects that have been/are being built in Westgate under current standards that people do

not like, inviting Public Works to speak to the EDC regarding the traffic impact analysis prepared for Westgate, information provided by WSDOT at the Council retreat regarding SR104, asking other communities who have implemented form based code their experience with retaining current businesses and recruiting new businesses, the Westgate plan as a concept for 25-50 years in the future, the Westgate plan establishing a pattern for future development, definition of form based code, incentive zoning, the Westgate plan as a vision to attract developers, creating opportunity for community benefits, the public process that developed the Westgate plan, and distinct characteristics of Westgate and Five Corners. Suggestions included:

- Airing the presentations by Bothell, Mountlake Terrace and Shoreline's Economic Development Directors on the City's government channel
- Providing materials regarding form based code to Commissioners.

Chair Pierce invited Commissioners to forward further ideas about the Westgate plan to him or Vice Chair Witenberg, specifically whether they supported the concept of redevelopment of Westgate, not minutia like building height.

7. **EDC "THINK TANK" DISCUSSION ON NEW ECONOMIC DEVELOPMENT IDEAS FROM COMMISSIONERS FOR POTENTIAL GROUP DIRECTION**

This item was postponed to a future meeting.

8. **MISCELLANEOUS**

Mr. Clifton relayed the proposals to limit office uses on the ground floor of designated street fronts in the commercial core is moving forward. The Planning Board held a workshop on September 11, a public hearing on October 9 and forwarded a unanimous recommendation for approval to the City Council. It is scheduled for a City Council workshop and public hearing. Two citizens and two property owners provided letters of support.

Mr. Clifton reported he and Ms. Cruz signed up for Roger Brooks' video library which includes presentations regarding destination tourism, 20 ingredients of an outstanding downtown, critical mass, etc. They plan to show the videos at brown bag lunches in the Brackett Room.

Mr. Clifton reported he is working with IT and Finance to develop statistics on economic development initiatives that are underway that result in increased sales tax and property tax. Data is available for 2011 and 2012 sales tax generated by commercial area, the number of businesses within each area and the property value of each commercial area. Next he plans to determine the number of jobs by commercial area.

9. **AUDIENCE COMMENTS**

Council President Lora Petso commented on the importance of the EDC's discussion regarding the Westgate plan. The EDC can analyze the details and provide the Council an advisory opinion regarding whether they support adding residential to Westgate, what changes it will create, etc.

10. **ADJOURN**

With no further business, the meeting was adjourned at 8:06 p.m.